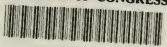


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Falls in Farmington Canyon

FARMINGTON, THE ROSE CITY

Its Attractions and Industries
The Land of Opportunity
The City of Homes

By JOHN S. WHITE

ISSUED BY
THE FARMINGTON COMMERCIAL CLUB
FARMINGTON, UTAH

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Opportunity, like the flowerlets,
Hangs on a tender stem;
With but a passing moment
To pluck the timid gem.
Seize then this elfish transient
While yet you may,
Thus as the blushing rosebud—
It passes with the day.

GIFT
AUTHOR

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FOREWORD

Perhaps the most vital question in all the world is that of "homes." This question was immortalized by one whose humble birth had precluded the sacred right of ownership to a spot that might be called home. Thus in every land and clime is sung that immortal poem, "Home Sweet Home."

As time passes on and the population of the world grows larger, the proper locality in which to build up a home for wife and children becomes one of ever-increasing importance and magnitude.

In the light of such facts, the first important step to be taken is the dissemination of such information as may bring together on equitable grounds,

those who have to sell and those who wish to buy, with such plausible aim in view this booklet is issued.

Facts are more eloquent than rhetoric, and more powerful than fiction; therefore only such **have been** employed in these pages; indeed the subject matter of this booklet is so overwhelmingly supported by facts that the need for bolstering is entirely wanting.

If in the ensuing months, perhaps years, these pages may prove to be instrumental in directing to our common wealth a goodly number of desirable citizens who will join hands in the development and upbuilding of our locality, then the object sought will have been fully realized.





Farmington from the Hill.



Looking West.



A Rapid in Farmington Canyon.



Sylvan Nook, Farmington Canyon.

Farmington Its Attractions, Industries and Homes

In placing before the general public some of the important features and inducements offered by our village city to prospective home-builders and those seeking remunerative avenues in which to invest money along industrial pursuits, the Farming Commercial club has sought in these pages to give only a brief, concise summary, or epitome, of the many excellent features and facilities that are offered.

Care and painstaking have characterized the effort to secure information and data, and every statement is reliable and may be verified. Indeed, the superior advantages, stable public enterprises and splendid public utilities of the city attest its superiority and unusual facility as the favored place for the establishment of industries and for homes of the well-to-do.

Location and Climate.

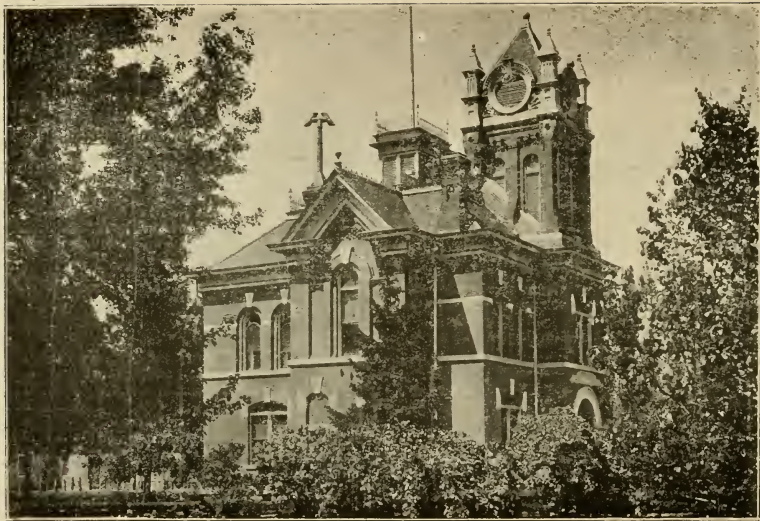
Situated about midway between Salt Lake and Ogden cities, and directly along the lines of the Salt Lake & Ogden and the Oregon Short Line railroads, the town has the advantage of cheap and rapid transportation to the cities of Salt Lake and Ogden.

The Bamberger line passes directly through the center of the agricultural district, making it convenient for cars of produce to be loaded and for passengers to board cars.

The climate is very mild, and it is rare for the frost to enter the ground to a depth of six inches during the winter season. The valley being very narrow and the glistening surface of the Great Salt Lake on the west reflecting against the rugged mountains of the Wasatch range on the east, keep the soil warm at all seasons of the year, with the result that this locality is earlier than Salt Lake City and is safer from frost than almost any district east of the Pacific coast. Because of its freedom from frost, Farmington is essentially the natural home of the watermelon, the Elberta peach and one of the best and safest sweet cherry belts in the world.

County Seat.

Farmington is the seat of Government of Davis county, and the Second Judicial district of the state holds court here each month. Among the other advantages, this feature also adds to the convenience



Davis County Court House, Farmington, Utah.

of the legal man who may desire to establish his residence in a suburban district.

Public Utilities.

The city has an abundant supply of soft, pure water, which rises in the snow-capped mountains to the east and precipitates down the steep, rugged box canyon from an altitude of thousands of feet, until it reaches the settling tank of the city water system. The chemical analysis show this water to be soft and free from injurious minerals. Energy for light and power purposes is furnished by the city over its own distributing plant. A local corporation installed a generating plant near the mouth of one of the five canyon streams. From this corporation the city purchases at wholesale and retails energy for light and power to the people at a price sufficient only to meet the expense of maintenance and distribution.

The streets are broad and well lighted, and while the main road leading from north to south through the town is six miles long, it is well lighted the entire distance. This thoroughfare, which has recently been set aside as a part of the Utah state highway, will also constitute a part of the proposed Midland road.

The foundation for a turnpike road running parallel through Davis county from Salt Lake to Ogden, has already been completed and within the

next twenty-four months this important highway will be macadamized so that the last feature to complete the facility for convenient and rapid transportation for automobile or team shall have been accomplished.

Public Schools.

The town is provided with the very latest and most modern school building to be found in the state. The building was completed one year ago and cost \$32,000. It stands on a towering knoll, overlooking the city, and is a large, roomy, commanding structure, steam-heated and modern throughout. For the convenience of those living in the north end of the city, a graded school is also maintained. This school is also provided with ample facilities for first-class work in the grades.

Transportation.

The district is traversed with three railroads, the Denver & Rio Grande, the Oregon Short Line and the Salt Lake & Ogden systems. The frequency and dispatch of trains in either direction has practically annihilated the few intervening miles between the county seat and the two largest cities of the state. A resident may board a car any hour in the day and land in Salt Lake City in twenty-five minutes, or he may reach Ogden in thirty-five minutes. Transportation charges are lower here than in



Street Scene in Farmington—Notice Water Pressure From City Mains.

any part of the state, and also lower than in very many of the large centers of population.

The Mountain States Telephone company has an exchange office in town, and most of the homes of the people are connected up with the telephone, also with electric lights and with the city water mains. Most of the public buildings are heated by steam, and many of the private dwellings have installed the hot water system of heating.

Products and Pursuits.

The warm alluvial soils of this district are adapted for all kinds of semi-tropical fruits, nuts and vegetables. The different kinds of peaches, cherries, plums, apricots, prunes, grapes, tomatoes, watermelon, etc., are raised in abundance. Not a few of the residents have specialized and are producing peaches, cherries, apples, potatoes and tomatoes for commercial purposes; others are growing prosperous through the dairy business.

Business Enterprises.

The different business enterprises and commercial pursuits have shown satisfactory gains in the past and exhibit the well-defined earmarks of prosperity. The Miller Floral company, wisely selecting its future home in a district where the soil was rich and the water pure, has demonstrated in one line

what can be duplicated in many others.

The Lagoon resort has grown to such mammoth proportions that its beauty and attraction as a pleasure resort is recognized all over the United States, and thousands from Europe and elsewhere visit this resort.

The natural beauty, together with broad acres of trees, grasses, flowers, lakes, playgrounds, etc., provide every convenience for friends to meet in festivity and social reunion.

Race Course.

Two years ago a mile race course was established. This course joins Lagoon immediately on the north and cost \$75,000. Two meets are conducted here each season. Those sons of the turf who have the capacity for producing equine fleetness may find here ample facility for a test of speed.

The merchants are prosperous. The large number of people who annually come to the city because of its healthful climate and also because of the many attractions during the summer months spend money lavishly, and every available cottage is rented and the merchants reap the benefit also.

The city of Farmington, with its beautiful scenery, pure water, fresh air and fine climate, is essentially a city of homes. Nestling in a cove at the foot of the Wasatch range of mountains on the east, with the Great Salt Lake but a couple of miles to



Farmington Public Schools.

the west, a combination of elements unite to make the atmosphere mild and balmy, and as a consequence the summers are long, with practically no late or early frosts. The soils are the richest in the world and free from minerals. Water for irrigation purposes is plentiful, and the system installed by the city for domestic purposes is ample for many additional homes, and the water is soft and pure. Lights are cheap and energy for day power is cheaper than in most other places. In the course of a few weeks the Bamberger system will provide a thirty-minute service with reduced rates to Salt Lake and Ogden. This, together with the many great advantages indicated, will combine to give the town an impetus of the first magnitude as an ideal suburban residence district for the business man as well as the man of leisure; and the man of affairs who may be looking for suitable opportunity for the establishment of enterprises will find here every essential feature.

The district should have a fruit evaporating plant, a steam laundry, a salt refinery, an overall factory, a furniture factory, a tomato factory, a

syrup evaporating plant, a potato chip factory, a glass factory, etc.

The city of Farmington needs three thousand additional residents, not from the "Industrial Workers of the World," but from the world's industrial workers, and we have to offer them building lots, factory sites and farms at a reasonable price and in a locality where the air is warm and balmy, where the water is soft and pure, where the soil is rich and fertile, where the summers are long and the winters are short; where the family may sit under their own vine and fig tree and drink in fresh air and sunshine at the fountain of health; where the cheeks of the lads and lasses are painted, not with sickly cosmetics, but with the eternal blush of perpetual youth; where the land flows with milk and honey, and the husbandman may provide the choicest of fruits and vegetables for his own table. A land of electric lights, waterworks, telephones, cheap railway facilities, summer attractions, health, quiet, sunshine, pure air, beautiful scenery; in fact, a land in the suburbs, where every convenience may be enjoyed that is to be had in the large centers, and a hundred beside, without the foul air, high rents, stale vegetables, fruits and dairy products, cramped quarters, poverty, etc., incident to city life.



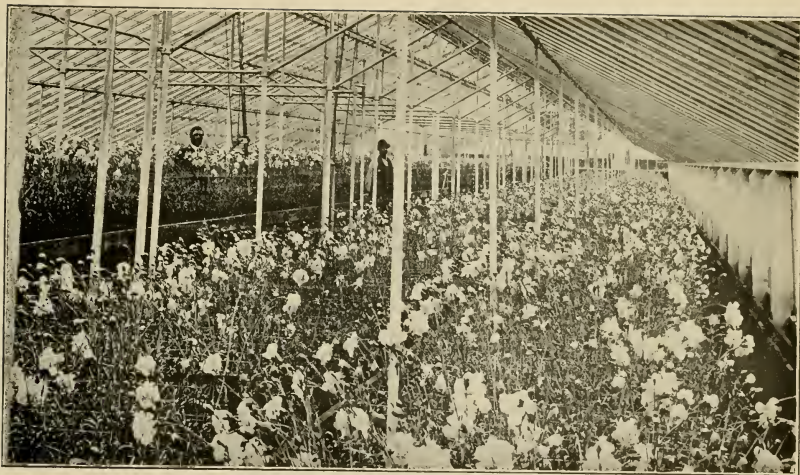
Scene at Lagoon.



Shoot the Chutes at Lagoon.

FARMINGTON PUBLIC SCHOOLS.

There is not a town in the state of Utah that has a more up to date and perfectly equipped school building. The large, commodious structure, as shown, is light, roomy, cheerful and stands on a towering knoll overlooking the town. It presents a most beautiful view. It is heated and ventilated in the most modern way. Another attraction to home builders.



Interior of Carnation House, Miller Floral Company.



THE ROSE CITY

There is something about flowers that savors of refinement, of serenity, of beauty. A home surrounded with a profusion of shrubs and flowers is an index to the intelligence of its occupants; and reflects the spirit of appreciation, patriotism and refinement, but aside from this sentiment, flowers have a commercial value. It is largely owing to this feature that the above title is defended.

Our citizenship is of a high standard, but it is not claimed that we are better than others. That Farmington, however, has established her reputation as the reigning queen of the Western world of roses will not be disputed.

Soon after the advent of the Miller Floral Company, Farmington was christened "The Rose City."

For years an occasional rose had been planted by residents. The thrifty growth of the wood, and the extraordinary brilliancy and size of the flower has been the occasion for favorable comment, but not until Mr. Robert Miller, president of the Miller Floral Company, came to town with an arm full of analytical statistics, was the superior quality of the soil, water and climate of this locality, for the pro-

duction of the rose, generally known. Mr. Miller had gathered samples of soil and water all along the railroad from Butte, Montana to Denver. These were sent to the government chemists at Washington and were analyzed. It was found that the soils and water of Farmington were freer from undesirable minerals than any others tested and the climate was decidedly superior to that of most of the other localities. The establishment of the mammoth industry that has in three years revolutionized the rose business of the state followed these discoveries with the result that this locality produces more roses and hothouse specialties than all others in the state and easily dominates the business of this intermountain district. Appreciative of the achievements and fame brought to the city through the Rose industry, a committee of citizens planned a celebration and Farmington was christened "The Rose City." This was accomplished three years ago. Arbor day was set apart as Rose Day and each year a rose sale is conducted and prizes of choice shrubs are awarded to those planting the largest number of roses on this day.



The Miller Floral Company's Plant.

THE MILLER FLORAL COMPANY'S PLANT.

Situated between the tracks of the Oregon Short Line and the Salt Lake & Ogden railroads, and just at the southwest gate of the city of Farmington, is the mammoth plant of the Miller Floral company. Sheltered beneath 150,000 feet of heavy glass and nestled in the tropics of summer heat furnished by three large steam boilers, stands the reigning queen of the valley of flowerlets. Here may be seen one of the most magnificent and inspiring sights west of the Missouri river.

Mr. Robert Miller, President of the company and founder of the plant, has wrenched from the elements a world of beautiful flowers. Thus, lovers of the beautiful may feast their eyes here upon a profusion of roses, carnations, ferns, sweet peas, potted plants, etc., of all tints, shades and colors.

In April, 1910, negotiations were conducted for the ten-acre tract of land upon which the plant is situated, and thereafter the first house was erected. During the year an eight per cent dividend was paid the stockholders. The second year (1911) ten per cent was paid on all stocks outstanding and the plant was doubled. During the present year the plant has been doubled also and ten per cent dividend will be paid on all stocks issued.

During the remarkably short period of two years and eight months this institution has grown

from a small beginning to its present proud position, as the crowning head of the kingdom of flowerdom.

It is a significant fact, not generally known, that the Miller Floral company dominates the whole sale trade of the intermountain west, and that the stock shipped out from their plant is the choicest known to the trade. In the light of circumstances this is a most remarkable statement.

When Mr. Miller came to Farmington with his proposition he was confronted with the statement that hundreds of thousands of dollars had been spent in trying to grow choice roses in Salt Lake City and other parts of the state without success. The many failures and adverse experiences incident to the history of the business in Utah made it exceedingly hard to place stock, and the new company was driven to heroic action in order to finance the undertaking because of the lack of faith in the floral business. Notwithstanding these difficulties and many others, the business is on a sound, safe footing with a splendid market for its output and an ever-increasing demand for its product.

The plant as it stands today is worth \$100,000 and its capital stock is not offered for sale.

The output of the plant consists of all kinds of roses, carnations, ferns and potted plants for house decoration purposes, etc. It caters to the wholesale trade only and the stock is shipped to all parts of the country.



Arrival of Bamberger Train at Lagoon.

Other improvements are contemplated in the near future, and it is quite probable that by the end of the next ensuing year the entire ten-acre tract of land will be covered with glass.

The officers of the company are Robert Miller of Farmington, president and general manager; W. E. Tarbell of East Brookfield, Mass., vice-president; Nephi Palmer of Farmington, secretary; N. G. Robertson and James D. Murdock, both of Salt Lake City, directors; W. O. N. Loffland of Dover, Del., director.



Rosebuds plucked from the nursery of Mr. and Mrs. Hyrum O. Pack.



Home of Horace Van Fleet.



Home of E. A. Cottrell.

FOR A HOME IN THE SUBURBS FREE FROM SMOKE AND NOISE.

In this life it seems that every great blessing has its corresponding disadvantages and evil portent.

Because of the opportunity offered through the different avenues of commerce for employment, men flock with their families to the large centers of population. In this country the history of Europe is repeating itself and the cities are fast becoming manufacturing districts where the great smoke-stack of the furnace, factory and smelter continually belch forth their poisonous fumes and gases, causing a smoky cloud to hover over the lower atmosphere day and night. For a quarter of a century the medical fraternity have been pointing out the evils resulting to health caused by the smoke fog that burdens the atmosphere of most of our large cities, and some of the foremost scientists of the age have been for years engaged in trying to discover a method to consume these obnoxious gases out of smoke so that the menace to health might be lessened.

A large majority of the world work without thinking. There are also those who think without working, but the successful in any line are those who think first and then apply themselves to the accomplishment of the things they have undertaken to do. This latter class of individuals, conscious of the foul, smoky germ-laden atmosphere of the large

cities, will always go to the suburbs when selecting a spot upon which to build a permanent home for the future.

To those having business in Salt Lake or Ogden cities, as well as those desiring to move near to these centers, and who wish to locate where the smoke nuisance, confusion, etc., are wanting, Farmington City offers the complete solution and invites all such to come and select a site where the air is balmy and free from all the evils and disadvantages of the smoke-laden cities.

Here, surrounded by every modern convenience and luxury, the busy man may step off the car at the close of a strenuous day's work, and find peace and quiet awaiting him at the threshold.

The smoke nuisance is a real problem with which the world is struggling today. In many parts of the country, animals have died as a result of eating forage and hay upon which arsenic and other poisonous substances have settled from the smoke-laden atmosphere; also vegetation has been largely destroyed and the health of the people impaired until men of discretion are going outside of the crowded cities into the suburbs to locate and rear their families. Farmington is essentially a city of homes and is from every desirable vantage point. The choicest suburban district in Utah, and its cheap and easy approach to Salt Lake or Ogden cities; its well-lighted streets, pure soft water, etc., make of it the ideal suburb of these popular centers.



Van Fleet Hotel.



Home of G. W. Palmer,

THE DAVIS COUNTY BANK.

The Davis county bank was incorporated in 1892 with a capital of \$25,000. Its advent marked an epoch in the history of the finances of the town that has proved to be of great value to the public.

Ezra T. Clark, a man of great thrift and stable in matters of finance, became president of the bank, and A. L. Clark, the present cashier, was also appointed to this position when the bank was incorporated.

The policy of the institution from the beginning has been safe and sane. It has paid a satisfactory dividend each year, set aside a large sinking fund, and its stock is worth one hundred and fifty dollars above par. It has ever been the policy of this bank to educate the people up to the necessity of a savings deposit account; it has therefore sent agents out among the young people soliciting accounts. Miniature banks, the very best obtainable, have been provided the youth as a means of stimulating a desire to cultivate the savings habit. This method has made a marked success. Under the wise policy adopted by the cashier, Mr. A. L. Clark, and his official advisors, this institution has had a steady growth from its beginning to the present.

There have been comparatively no losses through default of payments, and there has never been a foreclosure of a mortgage during the business career of the institution.

The following is a financial statement of its standing December 12:

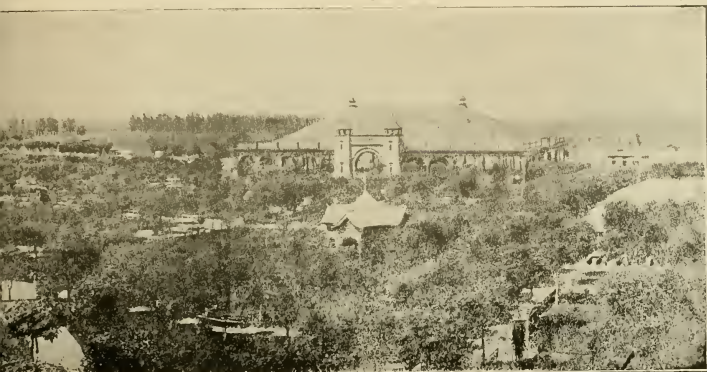
| Resources. | |
|-----------------------------------|--------------|
| Loans | \$187,186.50 |
| Stock | 6,000.00 |
| Real estate | 600.00 |
| Cash on hand and due from banks.. | 83,707.43 |
| | \$277,430.93 |
| Liabilities. | |
| Capital | \$ 25,000.00 |
| Surplus | 25,000.00 |
| Undivided profits | 22,546.69 |
| Deposits | 204,947.24 |
| | \$277,430.93 |

The present officers are as follows:
 Joseph S. Clark, President.
 James A. Eldridge, Vice President.
 L. S. Hills, John Walsh, Joseph E. Robinson,
 Walter W. Steed, Wm. H. Streepcr, Directors.

1915



Panorama View of Lagoon—"T"



THE
SALT
LAKE

Best Spot in Utah."



Though the Muse may ween pleasure
Among steeples and towers
Where confusion and noises
Crowd each passing hour;
Smoke from the stacks,
Gases from the blast,
The halo and music
That hovers and clangs.

Give me the village, hamlet, or vale
Where nest the birdlings among foliage and
fern,
Where the blue skies are bluer
And quiet prevails;
The croak of the frog,
The song of the lark,
The cottagesurrounded
With grasses and flowers.

THE VAN FLEET HOTEL.

Farmington has a modern hotel. One of the most important features in connection with any man's country is that of hotel accommodations.

Ever since man assayed to traverse the earth from place to place, and build hamlets, towns and cities, the wayside inn, or stop-over house, has had its unique place in the onward march of civilization and many lingering memories and peculiar reminiscences cluster around these historic hostelries.

In this, as in other customs, time has wrought mighty changes. The function allied to the old back log reception room, with refreshment stand in the corner and bunk house adjacent, has receded into the shadow of the dim past and given place to the modern palatial hotel with its artistic appearance and cheery, luxuriant suites.

The Vanfleet house, situate at the head of Depot street, is a splendid example of the modern country hotel. It is large, cheery, with bath, etc., and is sanitary throughout.

Five years ago last June Mr. Hyrum Vanfleet purchased the old Robinson hotel and thoroughly renovated and remodeled the building and grounds and at once established a reputation which was fol-

lowed by a steady patronage. In January, 1913, during a windstorm, the building took fire and was almost totally destroyed, including furnishings, etc. Immediately Mr. Vanfleet set about to rebuild the place with the result that the capacity is more than doubled and the service is greatly enhanced. The interior of the building is all that could be desired and the traveling public may find here accommodations and service to suit the inclination and purse.

Beside the regular courses at this popular place, a special carte will be served for the benefit of those desiring such service. It is the intention to cater to the automobile people and serve special dinners to touring parties and all those desiring such service can make their bookings in advance and secure the desired menu and entertainment.

The Vanfleet place is parked with beautiful lawn and shrubs, and considering the location, accommodations, beautiful surrounding scenery, warm, balmy air, quietude, etc., this place must necessarily become one of the favorite resorts of Utah, and should appeal to the well-to-do as an ideal home for summer vacations and a convenient location for that class of the traveling public who may desire centrally located headquarters as a convenient means of reaching surrounding points of pleasure or business.



Ten-acre field of Early Ohio potatoes grown by John S. White and son, from which were marketed, in August, 1912, 525 bushels per acre of the choicest stock.

THE SALT LAKE & OGDEN RAILWAY—A GREAT FACTOR IN THE DEVELOP- MENT OF FARMINGTON.

To say that the completion of the Salt Lake & Ogden Railway was the direct fulfillment of prophecy will, no doubt, sound paradoxical to the uninitiated, but history deals in paradoxes quite as unique and startling. Surely, did not the good old book say that "In the latter days your old men shall dream dreams and your young men shall see visions," etc?

Twenty-two years ago, on a beautiful June day, Mr Simon Bamberger rode up through Davis county from Salt Lake City to Ogden. He became inspired with the natural beauty of the valley. The grasses had run up the shoulder of the hills, and everywhere a profusion of wild flowers met the eye. As the day faded and the evening zephyrs kissed the cheek with draughts of moist, cool air from the silvery sheen of the Great Salt Lake, a vision like a panorama presented itself. He saw Salt Lake and Ogden grow into large, commanding cities, linked together with a modern trolley system, and that this system should form the nucleus for the city of the future, that should reach from State street, Salt Lake City, to Washington avenue, Ogden.

Thus it was that twenty-two years ago last June Mr. Bamberger announced his intention to build

and equip a system of most modern design, connecting the two cities. A great undertaking, but Mr. Bamberger believed in himself. He had faith in his own destiny. He said, "I will build and equip the best and most modern electrical road that science can produce." Bamberger was invincible. Neither financial reverses, law suits, sickness nor death could interpose. In June, 1910, the first electrical car passed over the road from Salt Lake to Ogden. His dream was realized. The State of Utah is the beneficiary, and to this one enterprise, more than any other, is due the credit for the enhanced values in Davis county realty. The ease with which the people of the county may get to and from Ogden or Salt Lake cities has practically annihilated the few miles intervening. This, together with the quick and frequent service, places Davis county on the map as the transitional link that will in the near future form together in one mammoth city the whole of the way from city to city.

The double track from Salt Lake to Farmington is fast becoming completed, and it is the intention to double-track the entire line from Salt Lake to Ogden as soon as rails and ties can be secured. All the grading, however, is practically done. The management is now contemplating supplementing the present hourly trains with a half-hour service during the major portion of the day, and as soon as the system is installed the cars, besides stopping at all the sta-



A Shady Ncok at Lagoon.



Rose Bower at Lagoon.

tions and lanes scheduled for the present hourly service, will make additional stops at practically every convenient mile post or lane where passengers may desire to board the cars.

In their desire to encourage suburban traffic, the management will inaugurate reduced rates for the benefit of school pupils and business men, commencing January 1st. By purchasing a twenty-round trip coupon book the holder is entitled to a one-way fare for round trip, such a book of fares to be used inside of two months. The new arrangements also provide for a book of eight coupons at reduced rates. This fare book is for the use of the ordinary family, and may be used as desired by the holder at any time.

This splendid utility puts our beautiful village city (so pre-eminently situated and naturally adapt-

ed for residences of the well-to-do) in a position to offer to the home-builder all of the quiet, health, beauty, fresh air, pure soft water, close proximity to business, etc., found in the most favored spot on earth, without the thousand and one disadvantages and perplexities incident to city life, and at the same time have the convenience of electric light, telephone and the city water piped into his home. This is also true of Davis county as a whole.

In view of this splendid achievement that has accomplished so much for our present and means so much for the future of our town and the people of the county and state, the Farmington Commercial club, therefore, congratulates Mr. Simon Bamberger upon his success in this and other enterprises launched by him in our midst, and extend herewith the compliments of the governing board, with assurance of appreciation and support.





Swimming Pool at Lagoon.

"LAGOON"—THE PRETTIEST SPOT IN UTAH.

Since the days of our primeval existence, when man was discovered in his far-off Eden home among the swards and thorn bushes, the world has ever been attracted by the beautiful in nature. It was because of this instinct that Adam and Eve sought to decorate their persons with fabric made of fig leaves. It is to satisfy this inborn desire to preserve the beautiful and attractive in nature that the girl strolls out in early springtime among the posies and plucks the wild flowerlets and presses them away within the lids of books that she might bring them out to cheer and comfort upon wintry days when the landscapes become dull and gray. It is because of this instinct, or desire, for the attractive in life that men spend large sums of money and energy in building and maintaining beautiful landscape parks, and thus bring together a profusion of trees, grasses that seem to please the eye, gladden the heart and elevate the soul. With this idea in mind we turn almost intuitively to Farmington's crowning achievement in the studied art of combined beauty and attraction.

"Lagoon, the prettiest spot in Utah." Its flowering lawns, its beautiful green boweries, its cooling shade, its mammoth parade grounds, its springs of

living water, its crystalline lakes, its well kept groves, its shady nooks (lovers' retreats), its climbing vines, its mammoth pavilions, its manifold attractions, its social standing and reputation; its large patronage and splendid management, all combine to make this famous resort the greatest and most splendid in all the land. For over 14 years Mr. J. Bergerman has had control of this favorite pleasure resort, having leased it from Mr. Simon Bamberger; and to Mr. Bergerman, as well as to Mr. Bamberger, is due the credit for the great patronage and popularity of the resort.

The attractions of this favorite place consist of all those found elsewhere, and many others, including boating, bathing, dancing, fishing, horse racing, picnicking, roller skating, ball playing and a hundred others. All the refreshments that may be found at any first class resort are also to be had at the Lagoon.

As time passes along this favorite resort seems to gain in popularity and patronage, and is without doubt the largest, most beautiful and attractive resort west of the Missouri river, and is fast gaining a national reputation.

Its close proximity and easy access to Salt Lake City bring visitors from all over the world. There are comparatively few who travel across the continent to the Pacific coast who do not stop off at Salt Lake City and take the electrical car to Lagoon.



Farmington Commercial & Manufacturing Company.

FARMINGTON COMMERCIAL & MANUFACTURING COMPANY.

The Farmington Commercial & Manufacturing Company was incorporated for \$50,000, March 30, 1891. This institution was launched primarily for the purpose of accumulating a dividend, but secondarily to fill a long-felt need for a general store, where everything in the merchandising line might be had.

It may be said to have lived up to its purpose. A satisfactory dividend has been paid its stockholders each year, and its management has ever been alert to supply patrons with any article from a cambric needle to a steam thresher.

The first officers of the corporation were E. T. Clark, president; J. M. Secrist, vice president; J. F. Miller, secretary; J. E. Robinson, treasurer; W. W. Steed, superintendent.

Soon after incorporating, a fine modern two-story structure was erected and a full line of merchandise was offered for sale, including lumber, cement, builders' hardware, coal, machinery, wagons, dry goods, shoes, groceries, medicines, etc. Mr. Clark was succeeded as president by J. M. Secrist in 1901; Mr. Secrist was also succeeded by the present head, J. E. Robinson, in 1906. W. W. Steed was succeeded as superintendent by J. H. Robinson, who has been active superintendent since 1894. It has

been very largely through the keen perceptive management of Mr. J. H. Robinson that this famous institution has grown from its comparative unostentatious opening, with a stock of the usual lines of merchandise, to its present position as the dispenser of almost every line of merchandise, including lumber, coal, machinery, suitings, shoes, hardware, wagons, implements, dry goods, groceries, products of cold storage, such as fresh and cured meats, office and plumbing equipments, etc.

The annual sales of this institution as shown by the books of the company, are most satisfactory and show yearly gains. The business was found to have outgrown its facilities, and in 1910 a very substantial building was added, and the institution was transformed into a modern department store. A modern refrigerating plant was installed in connection with the meat department, and the company is now prepared to care for a large stock of fresh and cured meats, also expects to manufacture ice, etc. The building is 100 by 76 feet, and is heated with steam throughout and is a credit to the town.

The institution is one of the strongest financially in the county, has a large sinking fund and does a very large credit as well as cash business.

The present officers are J. E. Robinson, president; John Walsh, vice president; J. H. Wilcox, secretary; J. H. Robinson, superintendent and treasurer; J. S. Clark, George Hess and E. A. Cottrell, directors.



TWO-YEAR-OLD PEACH AND CHERRY ORCHARD OF JOHN S. WHITE.

Davis County is the home of the famous Elberta peach and the best sweet cherry belt in the world.

The above cut is taken from a two-year-old peach and cherry orchard of John S. White, and shows a rugged, healthy growth, seldom attained at that age.

Orchardists will do well to come to Farmington and secure some of these choice fruit lands.



RAMPTON DRUG STORE.

In the summer of 1907, Mr. Walter Rampton, for years our village blacksmith, evolved an idea that silenced forever the familiar ring of the old anvil. He sidestepped his calling as an artisan of the molten rod, for he had forged out an idea that took concrete form; thus the mixer of fire, water, earth and air became the skillful mixer of saline salts and nectarine.

A small hall, 18 by 20 feet, was built, in which Mr. Rampton started in business in a small way. His stock consisted of such sundry articles as cigars, canes, toilet articles, ice cream, soda water, etc. For three years the business was conducted in the original building, which proved altogether inade-

quate for the proper accommodation of patrons and the increase in business.

In 1911 a suitable building with plate glass front was erected. This building was laid with pressed brick and the interior furnished with the latest designs in golden oak fixtures. Mr. Rampton's son Walter, who holds a first-class diploma as a careful druggist, is manager and owns a half interest in the business, which consists of all the lines of merchandise found in a first-class drug store.

Prescriptions may be filled at all hours. Liquors for medical purposes are dispensed upon prescription only.

As a dispensary of the usual fountain drinks, ice cream, etc., the place is clean, cosy and inviting, a credit to any town.





Rampton Drug Store.



L. H. Oviatt & Co.

L. H. OVIATT COMPANY.

In June, 1902, L. H. Oviatt, one of our young energetic townsmen, with but limited experience and no capital, took over the small grocery and produce business of J. W. Cotterell, and took also the initiative in what was to be a business career of phenomenal sagacity and progress.

For eight years meats, groceries, mill stuffs, etc., were successfully handled, with a steady increase in sales, until it became evident that larger facilities were necessary in order to take care of the business. With the characteristic Yankee capacity for growth, a larger field was sought in which to operate, and in 1910 the old Farmington Co-op was purchased from our veteran merchant, Fred Combs, and the business was moved into the premises.

The old buildings were thoroughly remodeled, a modern cold storage plant was installed and an up-to-date dry goods department was added.

When the Fred Combs business was taken over, Mr. Oviatt launched a corporation under the firm name of "The L. H. Oviatt Company," and in March, 1910 the new firm commenced business in the following lines: Coal, mill stuffs, dry goods, groceries, hardware, implements, shoes, fresh and cured meats, etc.

The stockholders of this company are all young townsmen. The present officers are as follows: L.

H. Oviatt, president; F. M. Abbott, secretary and treasurer; John A. Bourne, Mahonri Spencer, L. E. Abbott and John G. Petty, directors.

FARMINGTON LIVERY AND FEED STABLES.

Among other desirable assets, Farmington has a first-class livery service, with a sufficient number of single and double rigs of all kinds to accommodate the public.

Four years ago, one of Farmington's townsmen, Mr. Joseph Tippets, established the Farmington Livery & Feed business. For three years Mr. Tippets conducted the business successfully and succeeded in also building up a nice dwelling. In November, 1911, Mr. E. G. Walker purchased the livery business, also the dwelling, and has made very satisfactory returns on his investment during the past year.

In connection with a general livery service, all kinds of transfer and heavy drayage work is promptly done at reasonable prices.

There is something that lingers in the memory of those who upon occasions have found comfort for a jaded team and a cheerful fire in the bunkhouse awaiting them at night fall when the cold December wind was biting and nipping. As a temporary



Farmington Livery and Feed Stable.



Wood General Store.

shelter for the traveler and his team, this place has become famous as a favorite equine stablery.

Horses are bought and sold, also boarded by day, week or month. As a business man, Mr. Walker is alert and wideawake.

Proprietor of Restaurant.

In connection with the livery business Mr. Walker conducts a first-class eating house for the general public, also as accommodation to his patrons. Short orders may be called for at all hours. Oysters and T-bone are served with smiles and good cheer.

THE WOOD GENERAL STORE.

Mr. J. D. Wood, proprietor of the Wood General store, is one of the oldest merchants of the town. He comes from a family of merchants. His parents were both merchants before coming to

Utah, and were identified with the merchandising business during the early history of Farmington.

Mr. Wood was engaged in business with L. H. Kennard for a time. In the year 1890 he bought out Mr. Kennard and became sole owner of the business which he has since conducted. Commencing in a small way, the business gradually increased, and in 1900 the main building was doubled in floor space, and this institution became one of the main factors in the stable progress of the town.

The store has the agency for the famous Rock Springs coal and carries all the usual lines of merchandise, including baled hay, grains, flour, shoes, dry goods, groceries, etc.

In 1911 a new warehouse was added and the building as it now stands is 40 by 50 feet.

Mr. Wood may be said to combine the elements of industry and economy in business and has always kept his ledger balance on the right side.





A Section of Lagoon.

REAL ESTATE AND MINING.

The wealth, prosperity and progress of every nation is measured by its area of land and water, and where the texture of the soil is well supplied with the condiments of fertility and moisture and the climate is good, thrift, stability and rapid progress is the result. When to these are added a variety of useful minerals and treasures of precious metals, then the acme of material growth and greatness is reached. The best heritage a parent can bequeath to his offspring is a plot of ground in a favored locality. The surest and safest investment for the aged business man is a piece of earth where values are sure to keep an upward trend.

To keep money in a bank and pay rent on a place to shelter the family in a stuffy, over-crowded city is suicidal, and fixes a barrier before the child that clouds his vision as with a mantle of misconception and doubt, and thus dams the fountain of patriotism and thrift at its very source.

To own a home with peaceful surroundings is the hope and ambition of every aspiring person, and to be able to own a home where nature has lavished its choicest gifts in natural beauty, sunshine, pure air, water, rich soil, perfect climate, etc., and where man has supplied every other desired convenience and facility, is indeed the cherished ambition of the intellectually endowed, and one reached only by comparatively few.

Such are the facts that in offering to the public some of its choice city properties and farm lands, the Commercial club does so with the assurance that all these requisite features and still others are well known characteristics of this locality. Farmington is pre-eminently the one spot where the reclusive home builder may find his affinity and build up a happy home, surrounded with beautiful scenery, trees, luscious fruits, berries, vegetables, etc., with mild climate, ample attractions and every modern convenience and utility. The club has for sale at a very reasonable price some choice city lots, suitable for business enterprises; and on inquiring, a prospective purchaser may at any time be conducted over town to the different properties. Because of fake advertising and questionable methods by real estate dealers, many unprofitable purchases have been made in real estate throughout the country, but no anxiety on this account need be entertained in respect to these offerings. Every parcel of land has been listed at the very lowest possible price and is a bargain. The only object sought being the advantage gained through the growth of the town.

This locality can supply the peaches for an evaporating plant, the sand for a glass factory, cane for a syrup evaporating plant, salt for a salt refinery, seamstresses for an overall factory, laundry ironers for a steam laundry and cheap power and light for



Home of Joseph S. Clark.



Scene Above Power Plant.

Farmington - Its Attractions, Industries and Homes

In placing before the general public some of the important features and inducements offered by our village city to prospective home-builders and those seeking remunerative avenues in which to invest money along industrial pursuits, the Farming Commercial club has sought in these pages to give only a brief, concise summary, or epitome, of the many excellent features and facilities that are offered.

Care and painstaking have characterized the effort to secure information and data, and every statement is reliable and may be verified. Indeed, the superior advantages, stable public enterprises and splendid public utilities of the city attest its superiority and unusual facility as the favored place for the establishment of industries and for homes of the well-to-do.

Location and Climate.

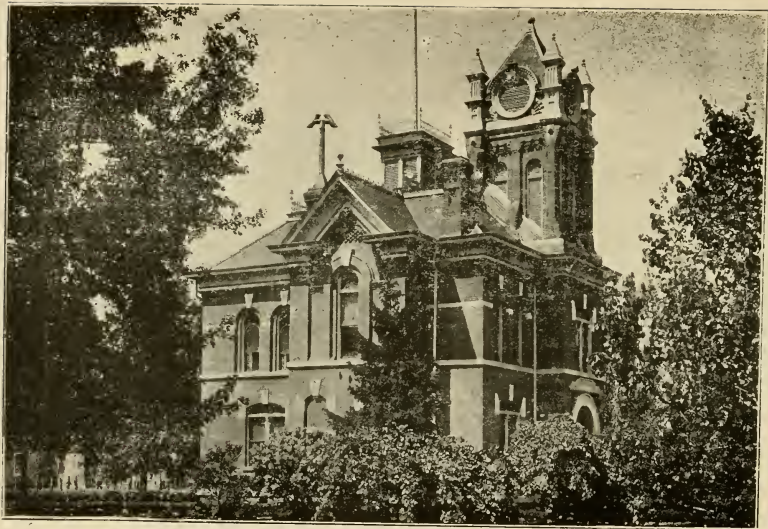
Situated about midway between Salt Lake and Ogden cities, and directly along the lines of the Salt Lake & Ogden and the Oregon Short Line railroads, the town has the advantage of cheap and rapid transportation to the cities of Salt Lake and Ogden.

The Bamberger line passes directly through the center of the agricultural district, making it convenient for cars of produce to be loaded and for passengers to board cars.

The climate is very mild, and it is rare for the frost to enter the ground to a depth of six inches during the winter season. The valley being very narrow and the glistening surface of the Great Salt Lake on the west reflecting against the rugged mountains of the Wasatch range on the east, keep the soil warm at all seasons of the year, with the result that this locality is earlier than Salt Lake City and is safer from frost than almost any district east of the Pacific coast. Because of its freedom from frost, Farmington is essentially the natural home of the watermelon, the Elberta peach and one of the best and safest sweet cherry belts in the world.

County Seat.

Farmington is the seat of Government of Davis county, and the Second Judicial district of the state holds court here each month. Among the other advantages, this feature also adds to the convenience



Davis County Court House, Farmington, Utah.

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Home of Joseph S. Clark.



Scene Above Power Plant.

almost any manufacturing plant that might be established in our midst, and every possible assistance will be given by the Commercial club to help the prospective resident or those seeking probable localities for factories to suitably locate.

Mines and Mining.

To the east of the city lies a world of precious minerals, and while the mineral resources of the district are as yet only partly developed, yet enough has been done to demonstrate that this district is a promising field for the professional miner and mineralogist. Practically the whole district has been staked off and many tunnels are being driven.

Float and outcroppings carrying gold, copper, iron, etc., have been found at various points, and granite formations strongly impregnated with minerals are abundant. The assays thus far have shown some very flattering results, but in the main low per cents in gold, silver, copper, iron, etc., have been the rule. This is accounted for from the fact that the mining operations have been limited; however, in most case rich rewards have resulted where veins

of ore have been judiciously followed at any considerable length.

The mineral resources of the district are as yet undeveloped, but from the best information obtainable, offer splendid inducements for the professional prospector and miner.



**PROPERTIES LISTED FOR SALE BY THE
FARMINGTON COMMERCIAL CLUB**

No. 1—2 acres choice peach and cherry land, 1st east, between 6th and 7th north.

No. 2—2 acres orchard land, 5-room house, barn and other buildings.

No. 3—8x10 rods building lot, desirable location, 2d east, between 2d and 3d north.

No. 4—10x11 rods corner, excellent location, 2d east and 3d north.

No. 5—12½x11 rods on 2d east, excellent fruit land and building lots.

No. 6—5x10 rods on State, near 2d west; ideal place for home.

No. 7—7x8 rods, business section on State, near Main street.

No. 8—4-acre tract, suitable for residences or fruits, 2d east, 2d north.

No. 9—8 acres, mill property and fruit land.

No. 10—9-room brick house, 1½ lots, 3 shares

water on State.

No. 11—30x70 feet, new building, 30x40 feet, on Main.

No. 12—Farm 73¾ acres, suitable for grain or alfalfa.

No. 13—5x7½ rods, residence or business property, 2d north, near Main.

No. 14—2¼ acres close in, orchard or garden land.

No. 15—2¼ acres close in, orchard or garden land.

No. 16—5x15 rods on Main and 3d north; ideal business corner.

No. 17—2x8 rods and store building, opposite court house on State.

No. 18—4 acres orchard or garden land and residence property.

No. 19—14-acre farm adjoining two railroad factory sites.

No. 20—20x19 rods on Compton bench, fruit and berries land.

Farmington Commercial Club

OFFICERS AND DIRECTORS.

Robert Miller, President.
E. B. Clark, Vice President.

A. L. Clark, Treasurer.
Hyrum O. Pack, Secretary.

GOVERNORS.

Robert Miller
E. B. Clark

John S. White
E. A. Cottrell
Charles Boylin

N. G. Smith
Dr. A. Z. Tanner

J. Wells Hess
Horace Van Fleet

Membership and Dues—Robert Miller, E. B. Clark.
Real Estate—E. B. Clark, J. W. Hess, Charles Boylin.
Publicity—John S. White, Hyrum O. Pack, Elijah Gregory.

RESIDENT MEMBERS.

| | | | |
|------------------|-------------------|-----------------|-----------------|
| A. L. Clark | Scott Turner | A. F. Stevenson | Thomas Thomas |
| H. S. Daynes | Roy Dahl | C. L. Robinson | Simon Bamberger |
| J. D. Wood | Otto Dahl | John R. Taylor | John Walsh |
| Robert Miller | Parley Sears | M. C. Udy | E. A. Cottrell |
| N. G. Smith | J. W. Steed | H. J. Van Fleet | E. B. Clark |
| Dr. Tanner | M. L. Barnett | Done Sanders | Frank Steed |
| Lewis Abbott | J. Bergerman | G. F. Lamb | J. S. Clark |
| J. H. Robinson | J. B. Fairchild | Milton Hess | Geo. Stayner |
| Horace Van Fleet | C. J. Steed | J. H. Hinman | J. W. Cottrell |
| D. L. Rice | Charels Boylin | Wilford Hess | E. D. Stevenson |
| E. G. Walker | Orson Hyde | Wm. A. Wood | J. P. Engstrom |
| W. B. Rampton | J. M. Christenson | Olonzo Pierce | Wells Hess |
| Walter Rampton | August Dahl | Albin Johnson | George Rogers |
| Geo. McHugh | Hyrum O. Pack | John Johnson | Edward Robinson |
| Hyrum Van Fleet | James J. Steed | Orin Lamb | Henry Wood |
| H. P. Oliver | George H. Meadows | Gustave Backman | Hy. Stewart |
| E. B. Gregory | Jos. E. Robinson | Nephi Palmer | J. B. Bean |
| W. B. Holmes | W. W. Rose | Frank Udy | R. B. Needom |
| D. C. Hess | L. S. Rice | John S. White | J. M. Bamberger |
| Wm. Sorensen | A. Sjoblom | Marsh Abbott | Henry Anderson |

Letter of Commendation

At a meeting of the board of governors of the Farmington Commercial Club held May 2, 1913, Mr. E. A. Cottrell introduced a resolution, including a motion for the appointment of a committee to draft a letter of commendation and thanks and that the same be published in the Commercial club booklet about to issue.

Messrs Robert Miller and E. A. Cottrell were elected to act as such committee and presented the author with the following letter.

Farmington, Utah, May, 7, 1913.

With appreciation for the service and a sense of pride in the achievement, we the governing board

of the Farmington Commercial Club extend to Mr. John S. White our commendation and thanks for his patent effort and worthy enterprise in preparing for publication this booklet.

The Farmington Commercial Club is indebted to Mr. White, who is also a member of the board of governors, for this publication. It is the desire and wish of the Club to express appreciation for the able manuer in which he has handled the work of getting together and preparing for publication all of the copy, cuts, cover designs, etc. contained herein.

Respectfully, The Board of Governors;
Farmington Commercial Club.

2000



THE FARMINGTON COMMERCIAL CLUB

The most plausible excuse that may be urged for the existence of the Farmington Commercial Club is the determination on the part of its members to rip the wrinkles out of every Van Winkler in town, and build up a better and greater community.

New blood, new energy, new people—the slogan that must characterize the movement for better things.

There is a new leadership that has sprung up from the smoldering embers of the past, and the heroic fires of the generation that quietly sleeps in yonder church yard, have rekindled themselves and from the ashes must appear that dynamic spark that illuminates and electrifies; for this is an age wherein man must live his score each year as compared with the past.

Each member of this club is glad he is alive and has pledged himself to administer a shower bath to the somnambulist, to chloroform the beeper and bury the dead.

The members of this club are altruistic, nevertheless they be-

lieve in the truism that every person with moss on his back has his face to the wall and is a dead one whether he knows it or not, therefore no effort will be made to secure the membership of those who have no faith in themselves, in the future, in their fellows or their town.

The club believes in the unanimity of purpose, whether applied to its own town or Davis county as a whole, and pledges itself to work for the unity and the advancement of both.

It looks with pathos and pity upon so called patriotism wherein persons take sides and join in uncanny criticisms and clannishness over petty jealousies and trivialities and this whether applied to people of the town or the towns of the county. Only small men and little boys can afford to be clannish. Clannishness cloaked in the guise of patriotism is of all things the most deceptive and contemptible and is the covert tool of the incapacitated and small. Its appeal is to the baser instincts and stupidity of the unlettered and unthinking

individual. Its effect is, never the less, insidious and baneful.

Situated at the county seat of one of God's most favored counties, and with a sense of the responsibility attaching, therefore this club appeals first to its own town and then to the other towns of the county to join in promoting a broad minded, generous, campaign of thrift, progress and stability that shall boost for Davis county irrespective of any particular town thereof.

This body endorses the proposed Davis County Commercial Club for sometime agitated by the editor of The Reflex, and respectfully commends the effort looking to the promotion of such an organization.

The Farmington Commercial Club is fully organized and stripped for action. It has an executioner who will lop off and chop off all dead and decaying branches; a doctor to apply anesthetics and dress the wounds and administer chloroform to the fearful; a florist to furnish wreaths; a sexton to bury the dead and a press agent to tell the people.



To enjoy all the advantages with none of the perplexities, build a home in Farmington, Utah's choicest suburban district.